

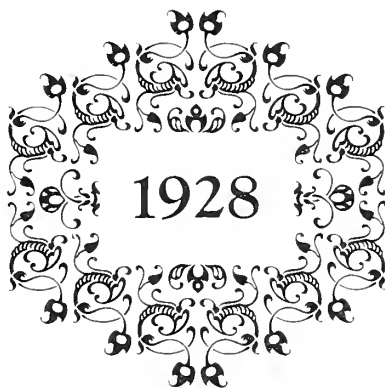
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# BAUR-STEINKAMP & COMPANY



3800 ROOKWOOD AVENUE  
INDIANAPOLIS, INDIANA



"Pink Abundance" Photographed Nov. 1st, 1927

## To Our Patrons



THE YEAR 1928 is ushered in under auspicious circumstances. Prosperity is evident on all sides and it is our sincere wish that you may enjoy your full share. Flowers are used more freely than ever before, quality is more generally recognized and there is more and more call for the novelties. The wide-awake grower will not fail to bear this in mind when planning next season's crops. We exert every effort toward keeping our lists of varieties up to date, adding meritorious sorts and discontinuing those which are inferior to the new introductions.

A large percentage of the varieties listed in this catalogue are our own production, but we do not fail to recognize every good variety, whatever its source, and add it to our list. We will at all times be glad to consult with you regarding the selection of varieties best suited to your needs, either by mail or a personal visit to our establishment.

When forwarding your order, we will make every effort to comply with your wishes if you will state them plainly in your letter. In the absence of shipping directions, we will exercise our best judgment. We advise railway express in cold weather. We will be responsible only for safe delivery to the forwarding company, after which, goods will travel at purchaser's risk. In case of damage, file claim at once with the forwarding company, advising us promptly of your action.

Prices quoted in this catalogue are for rooted cuttings unless otherwise stated. We sell twenty-five at hundred rates and two hundred fifty at thousand rates.

All bills are due on the first day of the month following date of invoice. No discounts are allowed. In opening an account, delay may be avoided by sending along at least two good trade references. We do not ship C. O. D.

BAUR-STEINKAMP & COMPANY

# CARNATIONS

**W**E invite your attention to the illustration on page two of a new medium pink variety which we have named "Pink Abundance" and which we are planning to disseminate next season, 1929. It is all that the name implies, producing its fine blooms in great abundance. We are very jealous of our reputation as introducers of meritorious varieties, but we do not hesitate to stake our reputation on "Pink Abundance" as a variety that will turn in the dollars. Come and see it growing.

We are not offering a new variety this season, but instead have prepared a large stock of the two sorts we introduced last season. Many orders have already been booked and we anticipate a shortage of both during the height of the propagating season.

## RADIOLITE

INTRODUCED BY US IN 1927

Radiolite is this year proving our claim that it is an all-season scarlet. You can sell any red at Christmas, but Radiolite's fine color and all-round excellence attract the customer and make it a ready seller at all times. It is a fine keeper and shipper. Carries over the second year as readily as Laddie. You will grow more than your usual amount of red once you stock up with Radiolite.

\$12.00 per 100, \$100.00 per 1000

## NORTH STAR

INTRODUCED BY US IN 1927

Last season we were able to fill only fifty percent of the orders for North Star, the demand exceeding our anticipations to that extent. Splendid reports are coming to us concerning its behavior this season and, while we have a fairly good supply, we anticipate a shortage again before the propagating season is far gone. We suggest that you order early. It is clear yellow and very free flowering.

\$12.00 per 100, \$100.00 per 1000

# New and Standard Varieties

**W**E grow many thousands of plants especially for cuttings. These plants are not allowed to bloom but were kept topped back and made to produce strong young shoots that will make the very highest grade stock after being rooted. Our propagating benches hold over a quarter million cuttings at one filling and we keep them re-filled as fast as the rooted cuttings are taken out. We can supply in large quantities.

## **HARVESTER**

INTRODUCED BY US IN 1922

Harvester is our standard white. It is free in flowering and always pure white. One of the most profitable sorts we have ever grown.

\$6.00 per 100, \$50.00 per 1000

## **ARCTIC**

Has many good points. Produces large flowers of purest white. Spicy fragrance. Does not split the calyx. Strong stems and fairly free. If this variety had the freedom of Harvester it would be a wonder.

\$6.00 per 100, \$50.00 per 1000

## **SUPER-SUPREME**

INTRODUCED BY US IN 1923

The only variety of the Enchantress strain we are now growing. Its fine salmon flesh color and robust constitution make it one of our four best sellers. We always carry a large stock and never have enough when the shipping season is at its height.

\$6.00 per 100, \$50.00 per 1000

## **SCEPTRE**

Sceptre is recommended to replace all other sorts in its color, which is salmon flesh pink. Has fine keeping qualities and should be a good shipper. Production promises to be good. Introduced last season.

\$12.00 per 100, \$100.00 per 1000

## **BETTY LOU**

INTRODUCED BY US IN 1925

Has become the favorite medium pink of both the grower and the retailer. We have a fine lot cut back for cuttings. The blooms are always saleable, no difference whether you have them in August or January. Plant "Betty Lou" for your main medium pink.

\$6.00 per 100, \$50.00 per 1000

## **YANKEE GIRL**

A seedling from Rose Pink Enchantress crossed with Matchless. You can see both parents in the variety. Makes fine plant in the field. Beautiful flower and fine rose pink color.

\$12.00 per 100, \$100.00 per 1000

## **SPECTRUM**

Free flowering scarlet. Grown extensively on account of its heavy Christmas crop. Fine keeper and shipper. We have a fine lot cut back for propagating.

\$6.00 per 100, \$50.00 per 1000

## **DONALD**

Crimson carnations are appreciated when used with white, flesh pink or yellow. Donald has a fine color which lights up under electric light. Blooms freely.

\$6.00 per 100, \$50.00 per 1000

## **ELDORA**

Free flowering, pink on white, variegated. Good keeper. Spicy odor. Good seller. The demand for cuttings each season exceeds our supply.

\$6.00 per 100, \$50.00 per 1000

## **ROSALIND**

A distinct novelty. Pink centre with white margin. Being a sport from Matchless insures fine lasting quality and free flowering habit. A great favorite with the floral artist who appreciates things out of the ordinary. Comes solid pink in fall and spring.

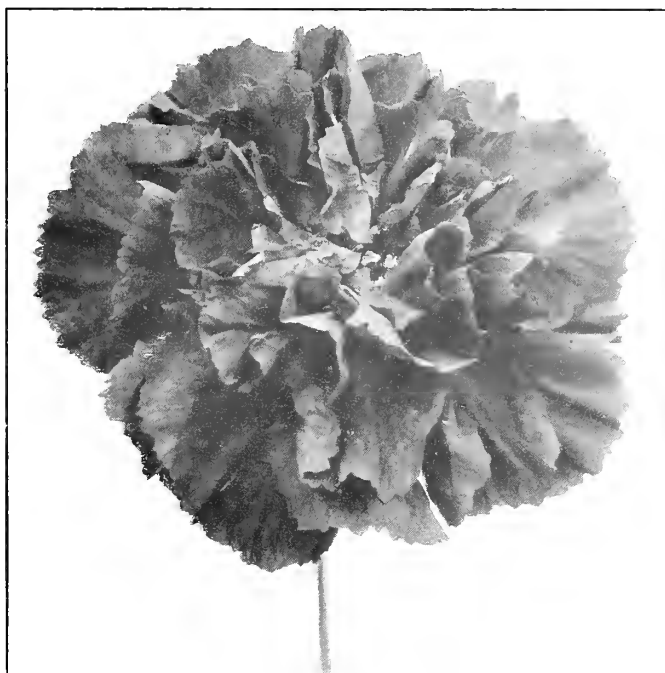
\$6.00 per 100, \$50.00 per 1000

## **ROYAL**

A fine novelty to use as recommended for crimson. Wonderful in combination with yellow and the lighter shades of flesh and salmon pink. Its unusual royal purple color attracts attention. Fine keeper.

\$8.00 per 100, \$75.00 per 1000





"RADIOLITE"

## CHRYSANTHEMUMS

OUR chrysanthemum department has grown to large proportions, not through the addition of more varieties but by increase in stock of the varieties we carry, made necessary by the increase in demand for cuttings. Some of our varieties have become leaders in the markets, among these are Quaker Maid and Gold Lode. These two sorts are as large as the average midseason varieties and by taking the proper bud can be had in full bloom the first week in October. See illustration on back cover page.

We are this year offering two more large flowered earlies and two later ones, besides four pompon varieties. We feel sure that these will all find a place in your standard list. See illustrations in succeeding pages.

We grow our chrysanthemum propagating stock in the field, bringing it in before severe freezing weather. Under this method we get strong clumps that produce freely of strong clean cuttings. These are far superior to cuttings taken from plants which were flowered inside. We guarantee our chrysanthemum cuttings to be free from midge or mite.



## LUSTRE

Fine lavender pink companion for Quaker Maid and Gold Lode. Scored 90 points before the Chrysanthemum Society of America scoring committee on October 8. Plant fairly early to get strong plants and take bud the last week in August. Grows four feet from early June planting.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



## INDIANOLA

Indianola will fill the demand for an early large flowered bronze. The color is a wonderful combination of old gold and bronze. Grows four feet from early June planting. Take bud last week in August. Scored 92 points before the Chrysanthemum Society of America scoring committee October 8.

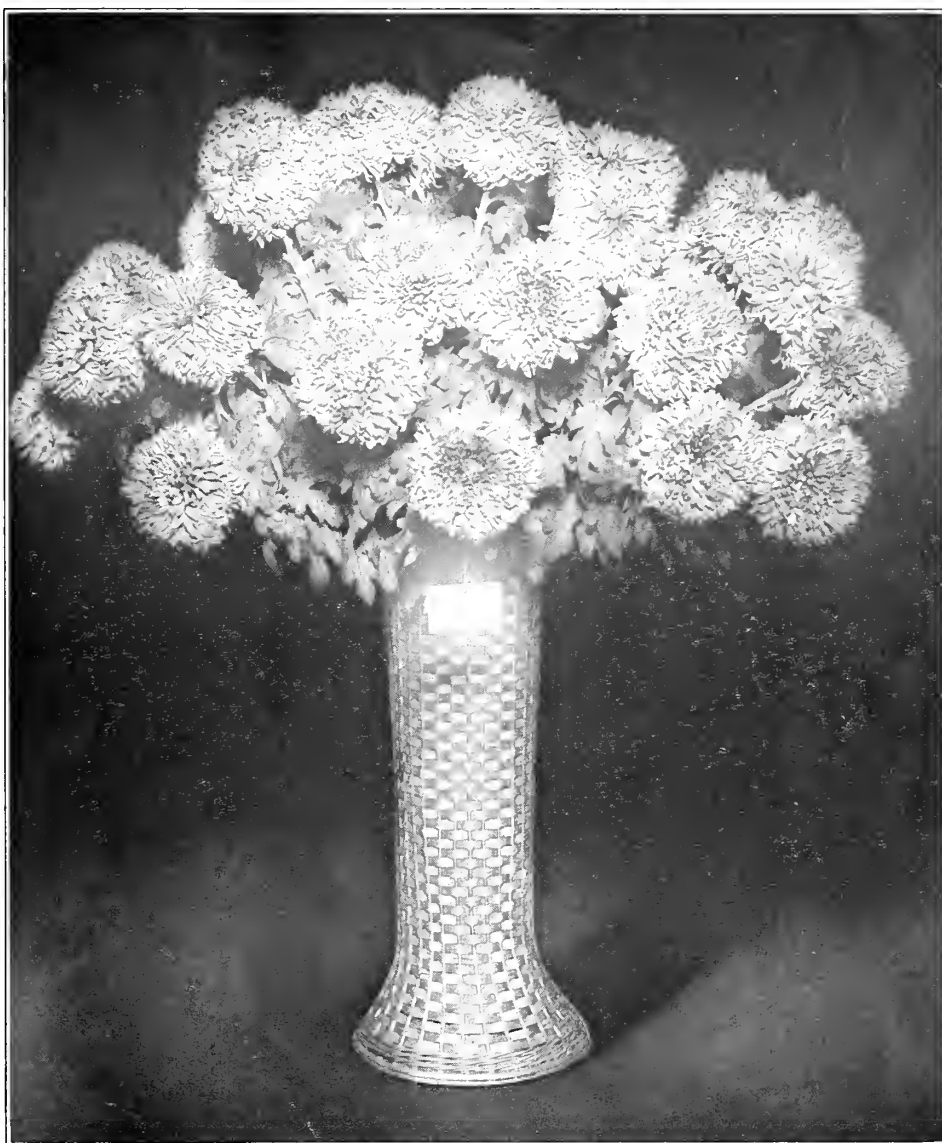
\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



## **MISS CHICAGO**

This fine white won the Chicago Florists Club silver medal offered through the C. S. A. at Chattanooga, Tenn., in Nov. 1926. Blooms Nov. tenth to fifteenth from terminal bud. Grows five feet from early June planting. Has fine stem and foliage. Should become a leader among the large flowered whites.

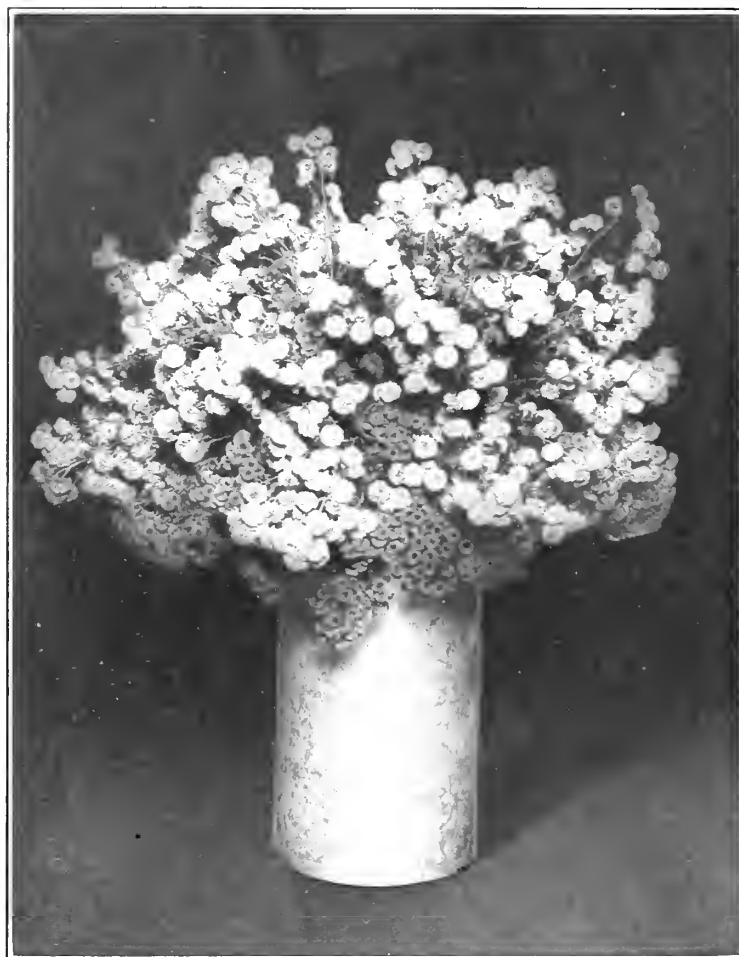
\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



## **GOLDEN CELEBRATION**

Ever since the introduction of Yellow Eaton, which was a sport from Timothy Eaton, growers have been wishing for a sport with the color of Golden Wedding. HERE IT IS. Retaining the vigor of Timothy Eaton and the same form of flower and add to that the color of Golden Wedding and you have a Thanksgiving-day variety that is irresistible. We have been flowering this variety four years and have a large stock. Scored 91 points before the Chrysanthemum Society of America scoring committee, Nov. 17, 1927.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000.



VASE OF LUCINDA AND NUGGETTS

## LUCINDA

One of our best selling pompons. The color is a bright deep pink. Individual blooms are of the round medium sized type. Produces fine sprays and plenty of them. The above illustrated vase was staged at the Baltimore show in November. Blooms Nov. 12 to 20.

## ELORA

White with blush shadings while blooms are developing. Strong grower, producing fine sprays. Gives good yield per foot of bench space. Blooms Nov. 1 to 10. Belongs to the large pompon type.

## NUBIAN

Bronzy red. Comes into bloom Oct. 15 to 20, its earliness in the reddish color giving it additional value. Large pompon type. The plant grows strong and the sprays are good. Should prove to be a valuable sort.

## **GOLD-DROP**

Belongs to the Nuggets type. The color is a pleasing shade of golden bronze with crimson tips to the petals until fully developed. Grows strong and produces fine sprays. Blooms first week in November.

\$5.00 per doz., \$25.00 per 100, \$200.00 per 1000 for  
*Lucinda, Elora, Nubian, and Gold-drop.*

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## **OUR LAST SEASON'S INTRODUCTIONS**

Growers who bought these varieties last spring are loud in their praise. Others who have seen them have already placed orders for many thousands of rooted cuttings for this spring delivery. We have a good stock of each variety.

### **Quaker Maid**

Large glistening white of midseason size. Plant early in June, take bud the last week in August and it will bloom the first week in October. Terminal buds will come into flower ten days later and will be smaller in size. We recommend that the late crown bud be used.

\$3.00 per doz., \$12.00 per 100, \$100.00 per 1000.

### **Gold Lode**

Handled as recommended for Quaker Maid, it will come into flower right along with that variety. Clear glistening yellow. Fine stem and foliage. The photo shown on outside cover page was taken October 1st. Cutting had already begun and was finished during that week.

\$3.00 per doz., \$12.00 per 100, \$100.00 per 1000.

### **Crystal Dome**

One of the very best whites for Nov. 5 to 15. Blooms are pure white and large in size. Good stem and foliage. Grows four feet from early June planting. Cuts very high percentage of perfect blooms. We recommend this variety very highly.

\$3.00 per doz., \$12.00 per 100, \$100.00 per 1000.

### **Golden Measure**

Bright golden yellow. Blooms last week in October. Large sized blooms carried on good stems and good foliage. Grows four feet from June planting.

\$3.00 per doz., \$12.00 per 100, \$100.00 per 1000.

# Standard Varieties

ROOTED CUTTINGS

## CHRYSANTHEMUMS

\$4.00 per 100, \$35.00 per 1000, except where noted.

### White

EARLY FROST. Will bloom early in September if buds are taken in July.

OCONTO. Plant this to follow Quaker Maid.

SNOWBOUND. Introduced by us in 1925. Large incurved white. Fine stem and foliage. Oct. 20-25.

SNOW-WHITE. Introduced by us in 1924. White as snow. Best commercial white for Nov. 1st.

MONUMENT. Introduced by us in 1924. Large round white. Follows Snow-white. Nov. 5 to 15. \$5.00 per 100, \$10.00 per 1000.

FAVORITE. Fine incurved commercial white. Nov. 10 to 20.

TOWANTIC. Late white for Thanksgiving and later. Large bloom.

### Yellow

YELLOW FROST. Sport from Early Frost. Handle similarly.

COMOLETA. Plant to follow Gold Lode. Oct. 5 to 15.

GOLDEN OCTOBER. Introduced by us in 1926. Fine color and substance. Oct. 10 to 15.

GOLDEN GLORY. Introduced by us in 1922. Best commercial yellow for late October.

CITRONELLE. Introduced by us in 1923. Large light yellow. Oct. 25 to 30.

YUKON. Introduced by us in 1925. Fine incurved yellow. Oct. 25 to 30.

CORONNA. Introduced by us in 1926. Round golden yellow. Nov. 1st.

HONEYDEW. Clear lemon yellow. Fine stem and foliage. Nov. 5 to 15.

GOLDEN KING. Large golden yellow. Nov. 15 to 20.

CELEBRATION. The great Thanksgiving yellow. We have a large stock.

ADRIAN'S PRIDE. Take terminal bud for Thanksgiving Day.

SUNBEAM. Plant this to follow Celebration.

### Pink

ROSE GLOW. Introduced by us in 1926. Fine spreading flower and a fine color. Oct. 10.

OCTOBER ROSE. Introduced by us in 1925. Large bloom of mid-season size. Oct. 12. \$5.00 per 100, \$10.00 per 1000.

VENUS. Introduced by us in 1923. Incurved light pink. Oct. 15 to 20.



GLORIOUS. Introduced by us in 1921. Best pink for Nov. 1st.  
PINK TREASURE. Great improvement on Chieftain. Nov. 10 to 15.  
DISTINCTION. Introduced by us in 1925. Incurved. Fine shipper.  
Nov. 15 to 20. \$6.00 per 100, \$50.00 per 1000.  
CINCINNATUS. Introduced by us in 1923. Fine for commercial or  
exhibition. Take terminal for commercial cutting. \$10.00 per 100.  
THANKSGIVING PINK. Introduced by us in 1921. Indispensable for  
Thanksgiving day cutting. Can be had for Christmas if grown  
quite cool.

### **Bronze**

GLADYS PEARSON. Fine bronze for Thanksgiving day cutting.

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### **POMPONS**

\$4.00 per 100, \$35.00 per 1000 except where noted.

AUTUMN GLINTS. Introduced by us in 1922. Golden bronze. Nov. 1st.  
BUCKINGHAM. Fine single pink. Makes fine sprays. Nov. 1st.  
BOKHARA. Introduced by us in 1925. Wonderful coloring. Oct. 25.  
CLARET. True claret color. Nuggets type of flower. Nov. 10.  
FLORA. Best deep red. Nov. 1st.  
FRANK WILCOX. The favorite bronze for Thanksgiving Day cutting.  
GOLDEN CREST. Clear yellow for Thanksgiving Day.  
HILDA CANNING. Button type bronze with crimson eye. Nov. 15.  
IDA. Fine early yellow. Oct. 15.  
LEILAH. Early pink. Comes in with Ida. Oct. 15.  
LILIAN DOTY. Pink. Fine for disbudding. Nov. 1.  
LUCIA. Introduced by us in 1922. Fine light lavender pink. Oct. 25.  
MRS. NELLIE KLERIS. Lavender pink. One of the best. Oct. 25.  
MORNING GLOW. Introduced by us in 1926. Shell pink. Nov. 1.  
NIZA. Early light pink. Oct. 15.  
NORINE. Deep yellow of Nuggets type. Fine. Nov. 20 to 30.  
NUGGETS. Introduced by us in 1924. Best yellow for Nov. 1st.  
PINK DOT. Introduced by us in 1924. White with crimson eye. Oct. 25.  
ROWENA. Bronze for Thanksgiving Day cutting.  
ROSE CHARM. Introduced by us in 1921. Bright rose pink. Fine for  
disbudding. Oct. 25.  
RED BEU. Reddish bronze for late cutting. Nov. 25.  
STORMY PETREL. Introduced by us in 1925. Fine early white. Oct. 20.  
SOURCE DE OR. (Syn. Golden Feather) Fine bronze. Nov. 10.  
SUNSHINE. Yellow anemone type for Thanksgiving Day and later.  
\$6.00 per 100, \$50.00 per 1000.  
VARSITY. Early button type yellow. Good. Oct. 25th.  
WHITECAPS. Introduced by us in 1925. Pure white. Nov. 1st.  
YELLOW FELLOW. Introduced by us in 1925. Best yellow for Nov. 15.  
WHITE DOTY. White sport from Lilian Doty. Fine for disbudding.



"Gold Lobe" and "Quaker Maid" Photographed Oct. 1st, 1927